

Midas Touch Marketing

How to explode your business
with an on-demand stream of
endless new clients,
completely dominate your market,
and turn your company into
the golden standard
of a new era in local business services.

Dan Pine

with **Michael B Cynar**

What if I could show you the fastest and most stable way to build your business?

A marketing method that allowed you to **reinvest your profits to capitalize on your gains**, fueling **massive and predictable growth** over time, while serving as a solid foundation to your marketing strategy that won't merely endure but rather **grow stronger and ever more entrenched** over the next decade?

What if you could. . .

*turn on the flow of **new leads at-will**,*

and bring in **more of your ideal clients** within 48 hours,

so you can

dominate the market for the products and services you provide?

And what if I were to. . .

reveal the entire method, in detail, right here in this letter,

so you can go out and implement this in your business this week?

Would it be worth a few minutes of your time to learn how to open the gates to a **flood of new clients beginning in the next 48 hours?**

You might be wondering if this is truly possible.

I know exactly how you feel.

In fact, up until just a few years ago I felt the same way.

And honestly, it wasn't long ago that this type of thing first became a reality for anyone but the largest corporations and government entities.

But in the last few months my business partner and I have been able to personally. . .

Generate \$152,432.00 Worth of Leads

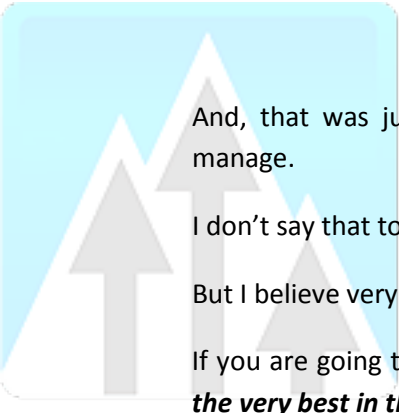
in multiple diverse markets.

But I have a damaging admission to make. That one-hundred fifty-two thousand four-hundred thirty-two dollars does not tell the whole story.

No. In fact, *it only represents the market value of the leads themselves,*

and doesn't take into account. . .

the hundreds of thousands to millions of dollars in sales generated from those leads.



And, that was just in our personal accounts. That's not counting any of the external accounts we manage.

I don't say that to brag. I really don't.

But I believe very strongly in following the marketing rule "*Go to where the money is!*"

If you are going to invest the time to learn a new marketing method, wouldn't you want to ***learn from the very best in the industry?***

So how can you. . .

Dominate a Market, Pull in Ideal Clients, and Turn on the Flow of Leads as Easily as Turning On the Water Tap?

I'm talking about paid advertising, of course.

But not just any form of advertising. Not all advertising methods are as conducive to the ***predictable and explosive growth*** we are interested in producing.

Old standbys in the marketing world are fast becoming obsolete:

- Print ads like newspaper, magazine, and yellow page advertisements
 - are either becoming outmoded as newspapers and yellow pages go extinct,
 - have long lead times which makes testing clumsy,
 - or they produce increasingly less predictable results.
- TV ads
 - are extremely costly to produce,
 - expensive to air,
 - unpredictable in producing response rates,
 - and almost impossible to modify after creation.
- Radio ads
 - are becoming archaic
 - and undependable as more and more people go away from radio programming in favor of personally created playlists of audio books, music, and pod casts.

And all these forms of advertising have one more thing in common that is a disadvantage.

They are all forms of *interruption marketing*.

The advertisement is an attempt to break in upon the prospective client's conscious and grab their attention while they are in the middle of another activity. The advertisement *interrupts* their flow of thought and attempts to redirect it toward whatever the advertiser is promoting.

*But what if you could **display your advertisement** at the very moment of need, grab a potential client's attention at **the exact moment they search for your service?***

Thanks to the search engines of the interwebs this is now possible, when only a few short years ago, it wasn't. And by "search engines" of course I primarily mean Google.

In fact, not only is this type of phenomenon possible, it's become common place in our culture. **People are accustomed to having the answers to their most pressing needs at their very fingertips in an instant.**

I can still remember the first time I heard the word "google" used as a verb. Perhaps, like me, you found it strange the first time you heard it.

But that subtle shift in vocabulary, to which you and I now hardly give a second thought on a daily basis, marked a monumental shift in the psychology of the population, a shift that marked a change in the way business would be conducted forever after.

Clients demand information and answers to their problems instantaneously. And Google is only too happy to meet this demand with solutions ready at-hand.

And there is no sign of this trend reversing. In fact, the new waves of tablets and smart phones endlessly flooding the market essentially ensure that **this trend will continue to increase exponentially** as people continue to satiate their appetite for instant information with ever accelerating speed coupled with ever decreasing limits on location.

So how can you get clients to perceive

You Are The Obvious First Choice for Your Service or Product in Your Area?

One way is certainly through SEO - Search Engine Optimization.

If you can get Google to show your website as the first organic search result for key search terms in your market you will certainly get a flood of potential new clients coming to your site.


And while I could show you screenshots of

tens of thousands of dollars worth of leads generated from organic traffic

in nationally competitive markets, this is not the method of traffic generation I recommend you begin with, nor is it suitable to build a foundation upon.

Despite what some less than respectable "marketing experts" may say, there is no such thing as "free traffic."

Generating organic traffic not only takes time and careful planning, it has its cost, the same as any other lead generation tactic.



I know first-hand that organic traffic can be the source for an amazing revenue stream. Being the first natural listing on Google's page 1 for a popular search term would doubtless bring you a flood of business.

But SEO is better as a long-term strategy *after* you have built up a base of steady return in profit on monthly marketing efforts.

The two reasons it is not suitable for serving as a foundation or a starting place are ***speed*** and ***predictability of results.***

Producing organic traffic can take long periods of time of concerted effort and considerable expense before any type of results or return may begin to be achieved. And it is nearly impossible to tell beforehand how fickle the "Google gods" may be in granting you instant favor, or freezing you out in the cold for dreary long months.

On the other hand, Google's PPC (pay-per-click) advertising platform,

Adwords, Provides Nearly Instantaneous Delivery of Targeted Potential Clients

For the first time in the history of advertising you can show a message to

- anyone in the world***
- only show it to people who want to see it***
- and only pay when people want to hear more.***

You have the ability to target your message to the audience of your choosing, show your solution to the exact people who are looking to fix their problem, and only pay when someone shows interest by clicking on your ad to find out what else you have to say.

Adwords is arguably the best advertising method on the planet, perhaps the best advertising platform of all time.

But as with all great opportunities, the competition is fierce.

This is a no-holds-barred competition –

Winner-takes-all in this game.

And that's not hype or false scarcity. The "also-rans" tend to get run over in this match, often losing money, while the top advertisers get more deeply entrenched and pull in larger and larger profits.

It's a simple fact that over 50% of the traffic goes to the top 2-3% of advertisers.

And those numbers are only getting more skewed. Soon it will be 2% - probably within the next year, if the current trend holds.



And Pareto's Principle, also known as the 80/20 Principle, guarantees that not only are the top advertisers accruing the most leads – ***the top advertisers are getting the best customers***, as well.

So if you are going to play this game, and it is certainly a game worth playing,

You must play the Adwords game to win!

A half-hearted attempt at structuring an ad campaign will only end in disappointment and a diminished advertising budget.

You see, Adwords is not like any other advertising platform on the planet. In Adwords, setting down the largest amount of money on the table is no guarantee of getting moved to the front of the line or the top of the page.

In fact, ***bidding the highest amount per click and entering the largest budget ever seen is likely to only guarantee one thing – that you will lose the most money!***

Adwords cannot be bought off with ridiculous CPC bids or astronomical budgets. Sure, they will take your money, and gladly, but it is likely to be your undoing. That's because

Adwords cares most about user experience.

That's right. More than how much cash you are willing to sling around, Adwords cares that the searcher is satisfied with the results served up.

Doesn't Adwords care about making more money? Of course!

That's because the folks that run the show are real smart. They know that

Delivering the best user experience is synonymous with making more money!

There are always plenty of cowboys willing to sling around big ad budgets and high CPC bids. If one spends itself into oblivion, another is waiting to take its place.

The real longevity of the business is in keeping the searcher happy. More returning users means the largest and best audience is being reached every time.

Because controlling the prime audience means that advertisers fall all over themselves to get a piece of the action.

Advertisers will crawl all over each other, punching, kicking, fighting to put their ad in front of that audience.

This is all very good news for you. Because Adwords cares most about their audience,

Adwords rewards smart advertisers while punishing the stupid.

Those who learn to play by Adwords' rules, and give the searcher the best experience possible, are rewarded with higher ad positions and lower costs per-click.

The sorry losers who don't play by the rules are punished with higher costs and lower ad positioning.

Why is this good news for you?

Beating 90% of the advertisers is a relatively simple task. There are many blind, naked, ignorant, and clueless *would-be* advertisers trying their hand at the Adwords game.

You just need to do a few things right to move past them.

And from there, getting to the top is not rocket science. You don't have to be twice as good as your competition in every facet.

To be in the top 2% simply requires you to do 10 things each 1% better than the next guy.

None of this is overly complicated. And if you take the time to implement these tactics in your campaigns I can nearly guarantee you will

Completely Dominate 97-98% of Your Adwords Competitors

I'm not going to waste time covering the technical details of how to set up and run an Adwords campaign. There are plenty of resources out there to walk you through that.

Instead, I'm going to give you

Ten Key Tactics to put your Adwords Campaign in the Top Two Percent

#1 Split-Test Your Ad Copy

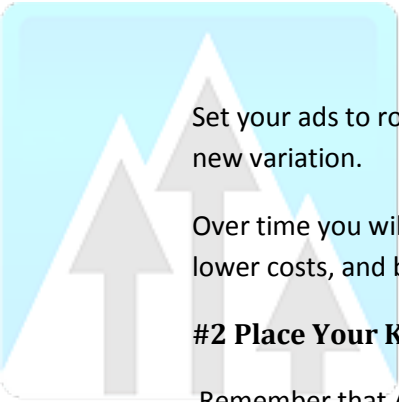
This may seem very basic. And it is.

But, I can't tell you how many would-be-marketers I see who fail to split-test ad copy.

For every ad you have in your campaign, you need a second variation running against it to see which one performs best. After a statistically significant number of actions, either clicks or conversions, keep the winner and replace the losing ad with another variation in an effort to consistently continue to improve over your best ad.

This is how you get entrenched in the top of Adwords. Remember, Adwords rewards better performing ads with higher position and lower cost per click.

Here's a tip for doing this right – *rotate your ad variations evenly over time when performing your split tests*. Adwords default is to show the better performing ad more often – you don't want this because it will throw off your metrics.



Set your ads to rotate evenly, keep the winner, and try to improve on it by replacing the losing ad with a new variation.

Over time you will have a campaign that becomes more and more efficient, earning higher positions, lower costs, and bringing in more clients!

#2 Place Your Keywords in Tight Adgroups

Remember that Adwords prizes user experience above all, and this means there is a lot of weight placed on relevance.

High relevance between your keywords and your ad copy will give your ad a higher quality score. This is much easier to do if the keywords in each adgroup are all very closely related.

This may mean that you have adgroups with only two or three keywords in them, or in some cases, only one. That's ok.

The more granular and tightly focused an adgroup, the better chance for high relevance and targeted improvement over time.

The biggest mistake you could make in this area is to dump everything into three or four adgroups with loosely related keywords, or worse yet, dump everything into one giant mish-mash adgroup.

Win Adwords' approval by placing your keywords in small, closely related keyword adgroups with highly relevant ad copy.

#3 Start with Money Keywords

Begin your Adwords campaign with a very small group of obvious keywords. These will be your money keywords.

You can expand your campaign to include more keyword variations and broader terms over time.

But one of the fastest ways to lose a bunch of money quickly is to dump hundreds or thousands of keywords into a campaign initially and then try to wade through all the crap to find the profitable terms.

That gets very expensive very quickly.

Think of the obvious terms someone might type into a search engine to find your services and you will likely be off to a great start.

Begin with a small and focused set of keywords and expand over time as you discover new keywords that are bringing in traffic.

#4 Begin with Exact Match Keywords

Adwords uses three keyword match types – exact match, phrase match, and broad match.

The most dangerous thing is to use all broad match keywords. This will cause your ads to show up for all manner of unrelated or loosely related searches, leading to low click-through rates, high click costs, and all the other negatives associated with a poorly managed account.

Begin your Adwords campaign using exact match keywords *only*.

Expand your campaign to include phrase match and broad match terms slowly over time, putting each match type into its own adgroup and closely monitoring its performance.

#5 Use Negative Match Keywords

This is another amazing feature of the Adwords platform that allows you to sift through and target only your ideal prospect. Yet I see too many advertisers who use this incorrectly or largely ignore it.

Your negative keyword list should receive as much thought and attention as your targeted keywords, and it should be consistently added to and refined over time.

Start with a decent sized list of all the obvious terms you don't want to be associated with, or which indicate the searcher would not be interested in your service.

It is likely that you don't want to show up for "your service scam", so "scam" is a good example of a keyword to immediately include in your negative match list.

You likely aren't providing free services, so you may want to include "free" as a negative match term in your campaign. However, you may provide a free consultation as a way to attract prospective clients, so you do not include the negative match keyword "free" in the adgroups targeting someone looking for a consultation, but you do include it in all the others.

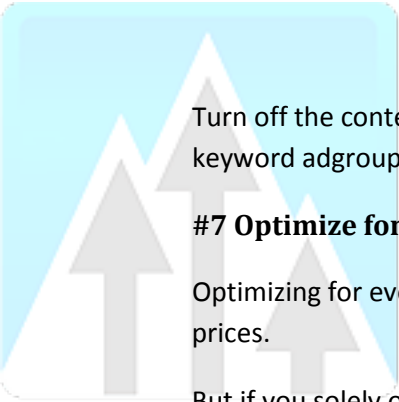
Spend time thinking through and cultivating a list of negative keywords for your campaign. Continue to cultivate and add to this list over time as you observe the search phrases for which your ads are being shown.

#6 Turn Off Content Network Placements

Although great traffic can be obtained through the content network, the rules are different, and it requires a completely different approach to search advertising.

Search and content should be run in completely separate campaigns, with different settings, and a different focus.

One nearly sure-fire way to tank your Adwords results is to run search and content within the same campaign.



Turn off the content network on your search campaign, and focus on developing your tight, relevant keyword adgroups.

#7 Optimize for Conversions, Not Just Clicks

Optimizing for ever better click-through rates can be great – leading to better positions and better click prices.

But if you solely optimize for click-through while ignoring your conversion rates you could fall into the trap of sensational ad copy that attracts many clicks, but fails to deliver well-qualified prospects to your business.

Be sure to optimize all of your adgroups and ad copy with respect to your conversion metrics.

Remember that the winners in this game will have the highest profit margins, and that comes from fewer, but well-targeted clicks by ideal clients.

#8 Write Unique Ads for Every Adgroup



If you've followed the previous advice on small, compact adgroups with highly relevant ad copy, then this should come as a no-brainer.

But invariably, when I don't state it explicitly, someone misses it.

Again, allow me remind you how committed Adwords is to this idea of "relevance". This means including the root keyword of an adgroup in the ad copy at a minimum.

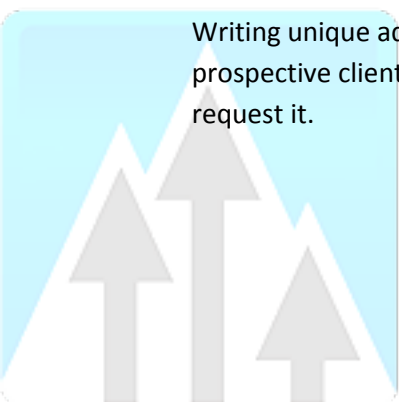
If possible, use the entire keyword in the headline of the ad.

Since each of your adgroups contains unique keywords, this means that each of your ads should be unique.

Also, employ some basic copy-writing skills on the other two lines of your ad. No one cares how long your company has been around or what your name is.

Tell your new client how you will help *them*; tell them what the benefit is for *them*.

Try to determine in your own mind what a person might be looking for when they type in a certain keyword, and then attempt to deliver a promise to fulfill that request in your ad copy.



Writing unique ads that are highly relevant to your keywords will make it seem like you are reading your prospective client's mind and delivering exactly what they are looking for, at precisely the moment they request it.



#9 Consistently Improve Your Campaign

Don't allow the simplicity of this concept to disarm you. This is the big secret to successfully entrenching yourself in the top of the Adwords results, ensuring long-term success and profitability.

Watch your metrics carefully and improve and prune your campaign over time.

Adwords gives you an enormous amount of incredible data on who is seeing your ads, who is clicking, who is converting on your site, and what search phrases are being typed in.

Take full advantage of this information to better target your ideal prospect, and weed out all the time and money wasters.

Better profit margins and eventual market domination await the savvy individual who faithfully tends his Adwords campaign.

#10 Send Visitors to Carefully Structured Landing Pages

You can get everything else right – but mess this up and you will never make it into the top 2% on Adwords.

Why have dedicated landing pages?

The rationale is two-fold: First, for the sake of conversions, and second, for the sake of currying Google favor.

Let's begin by examining the experience as it involves the end-user.

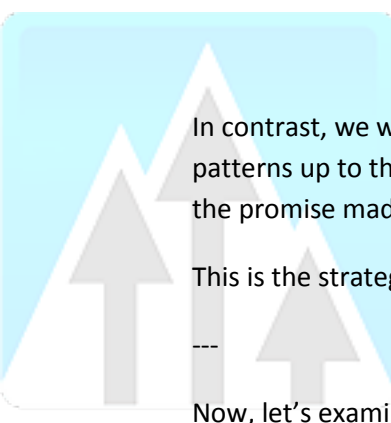
The prospective client has been searching for a particular solution to a particular problem, and has been following a very specific thought pattern and language pattern down the path to finding that solution.

You have done an excellent job of meeting him on this path by writing an ad that speaks directly to him and his current problem, and offers a solution *using the same language pattern already flowing through his brain.*

But, if he clicks on the ad and then is taken to the home page of a website, this carefully constructed path of thought is at best interrupted, and more than likely *obliterated.*

A home page, by nature, must be quite general. The language pattern is most likely disrupted or completely lost, and there are many distracting options that detract from the action we want this visitor to take.

As a result, the conversion rates on traffic sent to home pages or other general pages on websites is generally abysmal.



In contrast, we want the visitor to land on a page that is congruent with the thought and language patterns up to this point, limits distractions, and clearly delivers the solution he was seeking, fulfilling on the promise made in the ad.

This is the strategy that leads to much better conversion percentages.

Now, let's examine this on the Google side of the scenario.

Again, the most important concept to keep in mind is the idea of relevance. Adwords delivers only the best user experience, and to the Google algorithm, user experience is synonymous with relevance in large part.

That is a bit of an over-simplification in stating my case, but it will serve its purpose well enough here without going into a detailed break-down of how Google determines a web page's relevance and search results positioning.

The landing page following the ad must be highly relevant to the searcher.

A home page of a website may be considered highly relevant by Adwords, depending on how well it matches the search phrase, but a home page will likely have a low conversion rate.

Conversely, while a page with simply a headline, sub-head, and capture box may produce a high conversion rate, there is not enough material on this type of page to convince Google that it is actually relevant to the searcher.

A "naked" page with just the elements necessary to get a visitor to take action is not enough to appease the Google gods.

That's right, a good, relevant landing page from Adwords' perspective is one that has been optimized for the search engines – with enough highly valuable content and positive user interaction to warrant acknowledgement.

How can you meet the demands of high conversion rates and a high relevance score from Adwords?

A carefully structured landing page.

Below are the essential elements of a winning landing page, broken down into two sections based on Google relevance and visitor conversion. You may notice that there is quite a bit of overlap in the two sections.

Finding the careful balance between the two is a crucial factor.

Essential On-Page SEO Factors

Include the keyword in the title tag for the page, first if possible.

The first main header on the page should also include the keyword. This should be an <h1> header, or if that is already by default delivered as the same as your title tag (which many CMS and plugins do), make it an <h2>.

Include a good relevant image on the page. Name the image file to include the keyword before uploading it. Give the image a title and alt attribute that both include the keyword. Remember, Google can't actually see what a picture looks like, so it relies on the metadata to tell it what the image is about.

Include 350-500 words of highly relevant content on the page. This should contain the main keyword once or twice, but the use should be natural and not forced to fit in. The content should also contain synonyms and terms related to the keyword.

Include a link in the footer to your privacy policy, terms and conditions, contact info page, and home page.

Essential Conversion Elements

The upper right portion of the header on the page should have a clear call to action with an associated benefit. For example, it might tell the visitor to call for a free consultation.

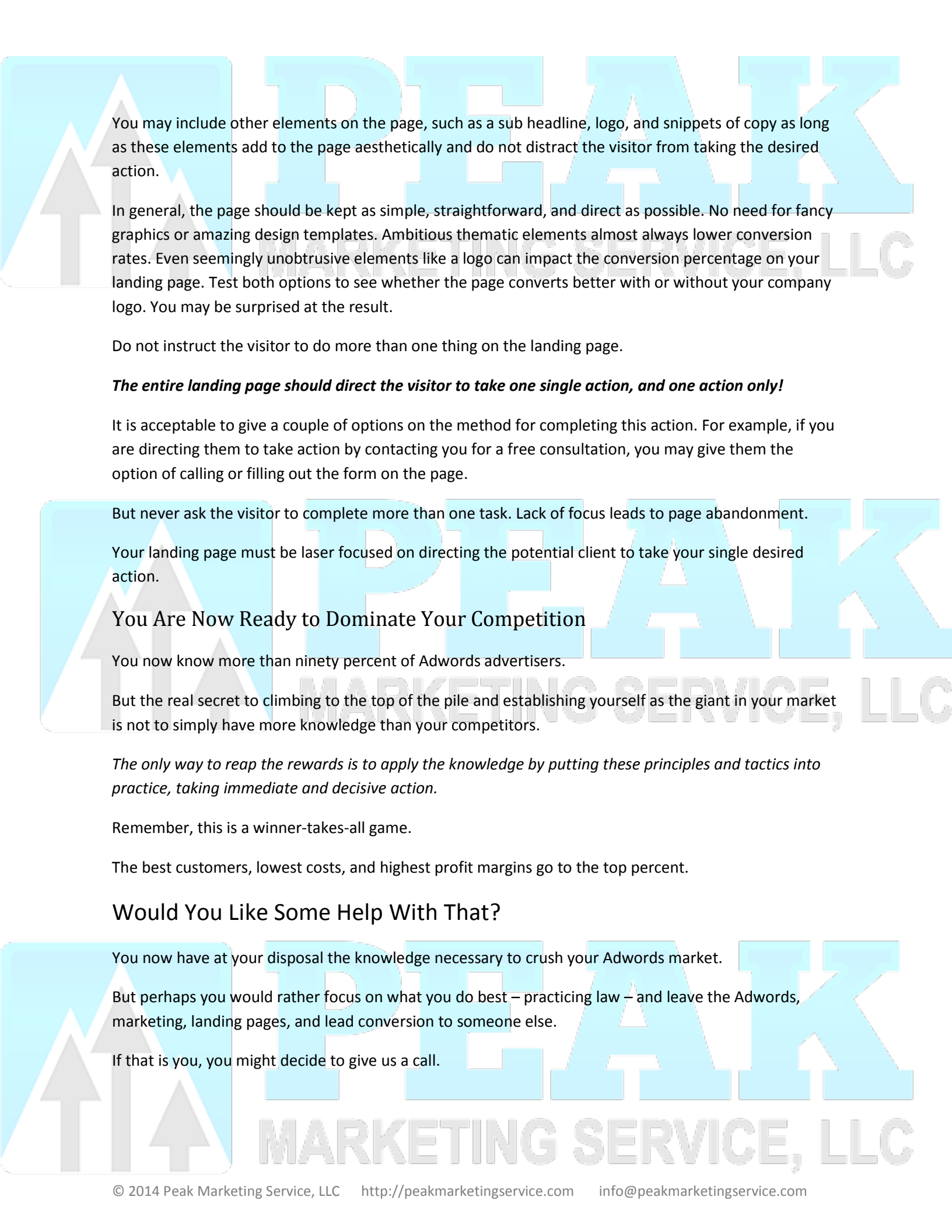
The headline on the page should include the keyword, identify the reader as the intended audience, and communicate a clear benefit to the visitor.

There should be a relevant image, or possibly a sales video, that is congruent with the message of the headline and adds favorably to the aesthetics of the page. This should most likely be positioned in the upper left portion of the page, either above or below the main headline.

The upper right portion of the page, directly to the right of the headline and image, should contain a contact form. The contact form itself should contain a headline with a benefit, and either a sub head or short snippet of copy that tells the reader to call the telephone number or fill out the form.

The fields on the contact form should be as few in number as possible, as the addition of each field decreases conversion rate. The minimum information necessary to make this a valuable lead for your business is recommended. For example, you might have required fields of name, email, and phone number, with an optional field for additional comments.

The copy on the page should be easy to read, include the keyword, speak directly to the searcher's problem, and communicate several clear benefits. This section of content should be directly beneath the image and main headline. There should also be a clear call to action at the bottom of this section of content, encouraging the visitor to either fill out the contact form or call your phone number.



You may include other elements on the page, such as a sub headline, logo, and snippets of copy as long as these elements add to the page aesthetically and do not distract the visitor from taking the desired action.

In general, the page should be kept as simple, straightforward, and direct as possible. No need for fancy graphics or amazing design templates. Ambitious thematic elements almost always lower conversion rates. Even seemingly unobtrusive elements like a logo can impact the conversion percentage on your landing page. Test both options to see whether the page converts better with or without your company logo. You may be surprised at the result.

Do not instruct the visitor to do more than one thing on the landing page.

The entire landing page should direct the visitor to take one single action, and one action only!

It is acceptable to give a couple of options on the method for completing this action. For example, if you are directing them to take action by contacting you for a free consultation, you may give them the option of calling or filling out the form on the page.

But never ask the visitor to complete more than one task. Lack of focus leads to page abandonment.

Your landing page must be laser focused on directing the potential client to take your single desired action.

You Are Now Ready to Dominate Your Competition

You now know more than ninety percent of Adwords advertisers.

But the real secret to climbing to the top of the pile and establishing yourself as the giant in your market is not to simply have more knowledge than your competitors.

The only way to reap the rewards is to apply the knowledge by putting these principles and tactics into practice, taking immediate and decisive action.

Remember, this is a winner-takes-all game.

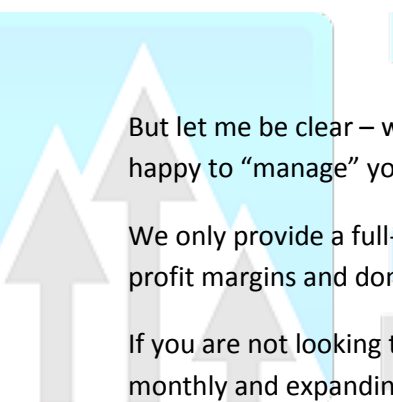
The best customers, lowest costs, and highest profit margins go to the top percent.

Would You Like Some Help With That?

You now have at your disposal the knowledge necessary to crush your Adwords market.

But perhaps you would rather focus on what you do best – practicing law – and leave the Adwords, marketing, landing pages, and lead conversion to someone else.

If that is you, you might decide to give us a call.



But let me be clear – we do not offer simple Adwords campaign management. Many companies will be happy to “manage” your Adwords campaign.

We only provide a full-service solution as Adwords lead conversion specialists, focusing on maximizing profit margins and dominating the market.

If you are not looking to aggressively reinvest the profits from advertising, growing your ad budget monthly and expanding your business to meet the demand of new clients, then we are likely not a good fit for you.

And if you have an advertising budget that is under five thousand dollars, we are not the right solution for you.

However, if you have a sufficient advertising budget and you are interested in aggressively growing your practice, give me a call.

Schedule an appointment for a FREE, no-obligation consult, and I will be happy to personally answer any questions you may have, and explain your options.

When you call, be sure to ask how you can get your first month FREE.

I truly wish you the best in your endeavors to build your business.

Sincerely,
Dan Pine



info@peakmarketingservice.com